

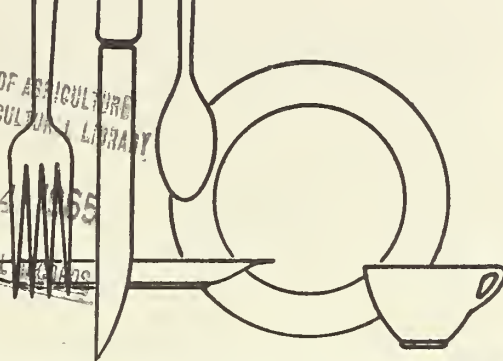
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FOOD PRE-VUE

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A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
Consumer and Marketing Service

July 28, 1965
F P - 97

MEATS.....Red meat supplies are expected to continue below year-earlier levels, and prices generally above during the summer. Fed beef production will probably run above last summer's levels, but pork and lamb well below. While some downward seasonal adjustments may occur, prices for red meats are not expected to change significantly over the next several weeks.

POULTRY & EGGS:

Broiler-Fryers..June marketings, based on live weight slaughtered under Federal inspection, were around 5% larger than a year ago. September marketings are expected to be about a tenth above last year, and at prices near or below-year-earlier levels.

Turkeys.....Based on poult placements, September marketings are expected to be slightly larger than in that month last year. Number of poults hatched and eggs set in recent weeks point to a significant increase in the late turkey crop. July 1 cold storage holdings were 68 million pounds, or 21 million below a year ago.

Eggs.....July 1 egg production was 1.2% over a year ago. September supplies, as well as prices, are expected to be about the same as last year.

DAIRY.....Production of milk this year is estimated at 127 billion pounds, up slightly from last year's 126.6 billion. This increase assumes continuation of higher dairy prices than last year, a decline in numbers of cows, and hay and pasture conditions near average of recent years for the balance of 1965.

FRUITS:

Grapes.....Production is estimated at 3,812,700 tons, a new U.S. record. That's 9% above 1964 and 17% greater than average. The big crop results from expected near-record production in California and large crops in New York, Michigan, and Pennsylvania. California's crop of 3,470,000 tons accounts for 91% of the prospective U.S. total. This State's output of raisin varieties is expected to total 2,200,000 tons--nearly equal to the 1963 record.

Pears.....July 1 estimates of about 18,700,000 bushels, run 38% smaller than last year's crop and 29% under average. Bartletts, in the Pacific Coast States, estimated at 10,684,000 bushels, will be only about half the size of last year's crop. California Bartletts--placed at 7,084,000 bushels--will be less than half the 1964 crop, but 6% above 1963.

Peaches.....The crop is expected to total 82,400,000 bushels. That is 11% above a year earlier and 9% more than average. Most of the increase is in both Carolinas, Georgia and Alabama--a gain of 11,600,000 bushels over 1964, which much more than offsets smaller crops expected in other States. California Clingstones, which go mainly to canners, are estimated at 36,700,000 bushels--1% more than last year and 31% above average. California Freestones--13,500,000 bushels--will run 100,000 bushels under 1964.

Plums & Prunes.. Production of plums in California and Michigan is estimated at 133,000 tons--4% larger than last year and 36% more than average. Output of prunes in Idaho, Washington and Oregon, is forecast at 57,000 tons, fresh basis--a fifth below last year and 8% below average. California's prune crop is estimated at 185,000 tons, dried basis. That's 3% larger than last year and a third above average.

Apples..... Latest figures on the commercial apple crop indicate 131,500,000 bushels--6% below last year but 7% above average. Of the five major apple-producing States, which generally account for 62% of the crop--Washington, New York, Michigan, Virginia and California--only New York and Virginia show prospects above last year.

Frozen Fruits... Stocks on July 1 totaled 366 million pounds--a whopping 41% greater than a year ago and 4% above average.

Frozen Orange Juice... The pack of Florida frozen concentrated orange juice in the processing season just completed was second largest of record. Considering carryover at beginning of the season, total supplies for the marketing season were 99 million gallons. Processors' stocks on July 10 totaled around 55 million gallons, as against 33 million on that same date in 1964.

NUTS..... This year's almond crop is forecast at 76,000 tons, in-shell--an increase of 4% over last year and 23% above average. California and Oregon walnuts are estimated at 85,400 tons--5% down from last year but 17% above average. Filberts are estimated at 7,200 tons--a tenth under 1964 and 21% below average. As for peanuts, indications point to a slightly larger crop this year than last, when it totaled 2 billion, 205 million pounds, the largest crop since 1948.

VEGETABLES:..... Supplies of vegetables for the fresh market run 1% above a year earlier, but 2% under average. Indicated totals are smaller for cantaloups, snap beans and lettuce, but larger than a year earlier for cabbage, carrots, celery, sweet corn, tomatoes and watermelons. Acreage of nine of the 10 principal vegetables planted for processing is up 5% from last year and 3% above average. Stocks of frozen vegetables on July 1 totaled 811 million pounds--14% smaller than a year ago but 6% more than average.

Potatoes and Sweet Potatoes.. The late summer potato crop is estimated at 12% above a year earlier, but 8% below average. Acreage of potatoes for fall harvest is 8% larger than last year. Sweet potato production is estimated at 8% above last year's small crop, but still under average.

The Plentiful Foods Program

The Consumer and Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

AUGUST SANDWICH MONTH.....August 1 - 31
 SUMMER TURKEY TIME.....August 1 - 31
 SCALLOP FESTIVAL DAYS.....August 6, 7, 8

The following foods will be in plentiful supply during the month of September:

GRAPES
 FROZEN ORANGE JUICE

PEANUT BUTTER
 TURKEYS